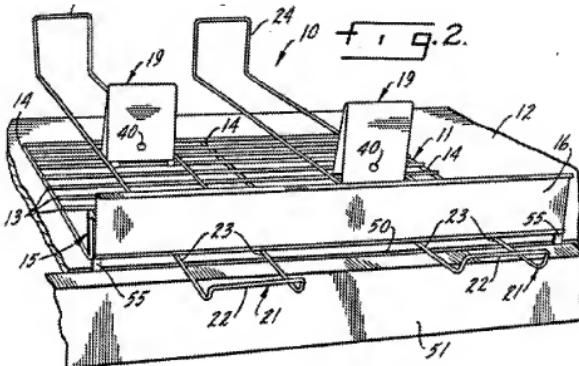


includes a front handle 22, two longitudinally extending rods 23 disposed on either side and adjacent to, but not connected to, an A-shaped support member 19, and an upwardly protruding rear end portion 24 which engages the boxes of goods stored behind the box of goods on display. For example, when a store clerk pulls the handle 22 of the rear box puller 21 shown at the right in FIG. 1, the box of goods 20 is engaged by rear end portion 24 (not shown in FIG. 1) and the clerk is able to move the right box 20 forward for restocking. (Jarecki col 4, lines 47-55)



Claims 1, 34-40, 57-58

5. With regard to claims 38 and 39, Jarecki does not disclose adjustable width pullers. Claim 1 has been amended to include the restriction of claim 38 for adjustable width, and claim 38 has been withdrawn. Claim 39 has been amended to be dependent upon claim 1. Claims 34, 35, 36, 37, 40, 57, and 58 have been withdrawn.

Claim 45

6. As noted above, Jarecki's pullers are operated on top of a wire frame base. Jarecki does not describe a puller placed directly on a display shelf. Claim 45 has been amended to describe a puller device operating directly on a display shelf. Claims 46-48, which were objected to, are dependent upon the amended claim 45.

Claims 50-51

7. As noted above, Jarecki's pullers are operated on top of a wire frame base. Jarecki does not describe a puller placed in a display box. Claim 50 have been amended to describe a puller device operating placed in a display box.

Claims 66-68

8. Claim 66 has been amended to describe a puller device operating directly on a display shelf.

~~§103 Rejection of claims 53-59, 60-64 based on Jarecki '146.~~

9. Applicant amends some of the referenced claims and respectfully traverses the §103 rejection of other claims as noted below.

Claims 53-54

10. Claim 53 has been amended to include the restriction of claim 54, and claim 54 has been withdrawn. Jarecki does not disclose slide rail members positoned below the outermost edges of containers.

Claims 55-56

11. Jarecki decribes a system and method for displaying large boxes. There is no suggestion in Jarecki to place a pull member in a box.

Claim 59

12. Jarecki does not suggest adjustable length of pull members.

Claims 60-64

13. Jarecki's product containers rest on the pull members. Claims 60, 61, 63, and 64 describe placing a container support on a display shelf to raise a product container higher than pull members. Claim 62 has been withdrawn.

14. Applicant believes that the amended claims are in condition for allowance.

15. Thank you for your continued assistance in this application.

Dated: August 14, 2007

Respectfully submitted,

/Rick B. Yeager/

Rick B. Yeager
Attorney at Law
10805 Mellow Lane
Austin, Texas 78759
Registration No. 39,434
Telephone (512) 918-1237
Facsimile (512) 918-1238
No. of Application 10/811,659